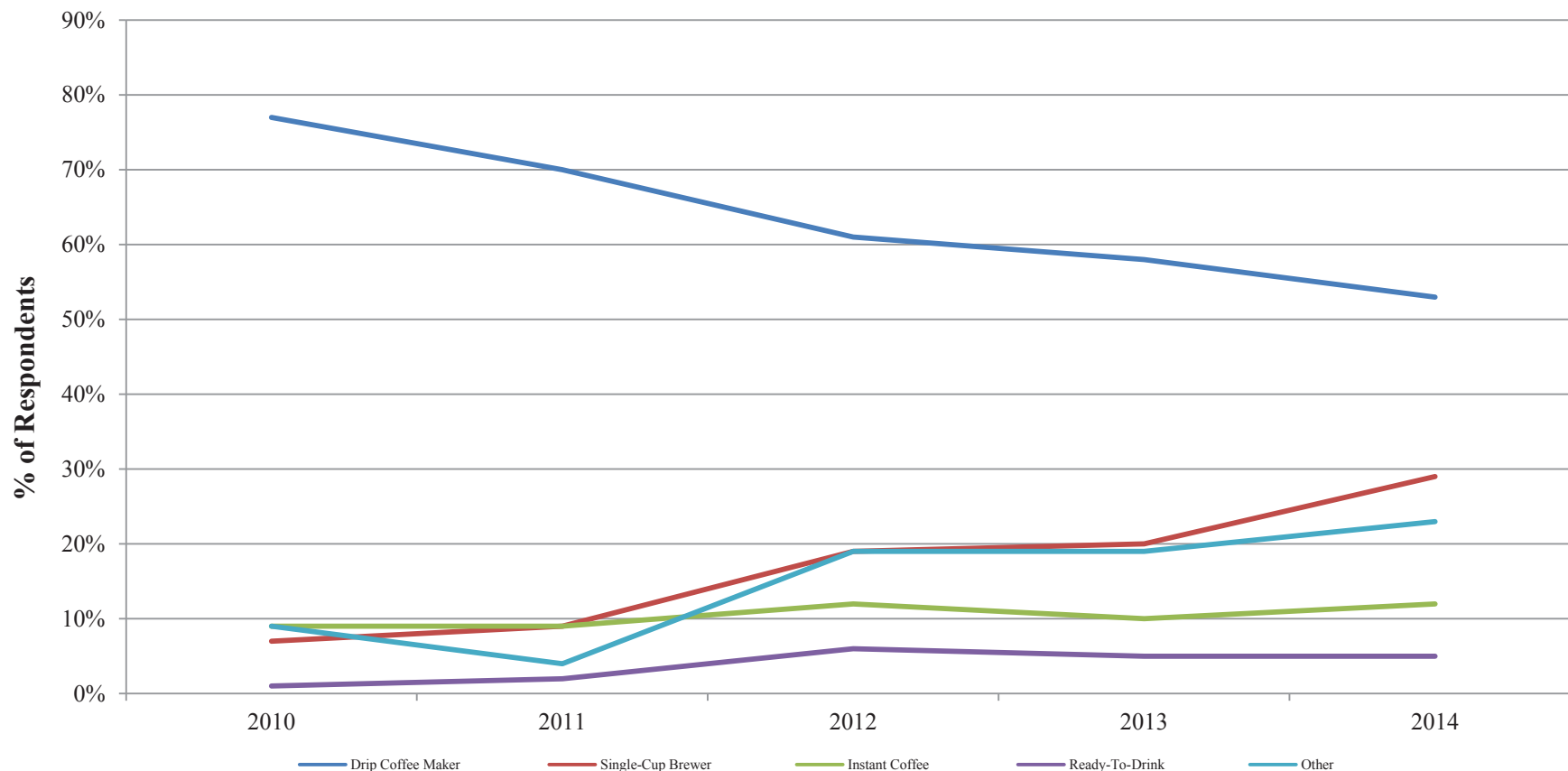


Exhibit 4

Coffee Consumers' Preparation Methods 2010-2014



Note: Survey respondents were asked "Thinking of the [COFFEE/COFFEE BEVERAGE] you had yesterday [TIME OF DAY], how was the [COFFEE/COFFEE BEVERAGE] prepared?" The "Other" category includes espresso machine, percolator, french press, moka stove top, coffee strainer and pour over preparations.

Source: "National Coffee Drinking Trends," The NCA Market Research Series, 2014.